



RFP# EVT0002068

for STATEWIDE ADVERTISING,
MARKETING AND
MEDIA BUYS

December 16, 2013

helping brands win
FROM WITHIN™

helping brands win
FROM WITHIN™



3127 sw huntoon
topeka, ks 66604
usa

TABLE OF CONTENTS

2.3 TRANSMITTAL LETTER	3
2.4 QUALIFICATIONS	4
2.4 QUALIFICATIONS: FACT SHEET	5
2.4 QUALIFICATIONS: SERVICES	7
2.4 QUALIFICATIONS: EXPERIENCE	8
2.4 QUALIFICATIONS: WORK SAMPLES/HIGHLIGHTS	10
2.4 QUALIFICATIONS: KEY TEAM MEMBERS	25
2.5 METHODOLOGY	33
2.5 METHODOLOGY: WORKFLOW PROCESSES	40
2.5 METHODOLOGY: WORKFLOW VISUAL	43
2.5 SAMPLE PRICING	44
REFERENCES	45
APPENDIX	47



2.3 TRANSMITTAL LETTER

December 13, 2013

Kansas Department of Administration
Procurement and Contracts
Proposal #EVT0002068
Closing Date: December 16, 2013

800 SW Jackson Street, Suite 600
Topeka, KS 66612-1216

2.3 (a) MB Piland Advertising + Marketing will be the prime contractor with the State of Kansas. All subcontractors will be supervised by MB Piland. They are detailed on pages 26–31 of this document. MB Piland will oversee total quality of the work and be the primary contact with the State of Kansas.

2.3 (b) MB Piland is a limited liability company—a legal entity in the State of Kansas. The FEIN number is: 481199629. We are certified by the State of Kansas as a bona fide DBE and WBE. MB Piland strives to operate all aspects of its business with ethical and moral behavior, and only works with clients and vendors with matching values.

2.3 (c) MB Piland is an equal opportunity company and does not discriminate against other persons for employment or other business practices.

2.3 (d) Martha Bartlett Piland has full authorization to make decisions regarding pricing or other commitments regarding this business. Martha will not participate in any action contrary to the above statements. MB Piland agrees to abide by the general provisions outlined in the RFP# EVT0002068.

Kind regards,

Martha Bartlett Piland
president + ceo

2.4 QUALIFICATIONS

In accordance with the instructions provided in the Request for Proposal, this section contains the following:

- a description of MB Piland's Qualifications and list of Services
- a description of MB Piland's Experience, including Case Studies and Work Samples
- resumés of Key Team Members, including their education and work experience
- organizational chart

QUALIFICATIONS: WHY MB PILAND IS DIFFERENT

Some organizations look for an agency of record. We hope you are looking for an AGENCY OF COLLABORATION. We work to be indispensable to clients—an extension of their strategic thinking and marketing team. We work with them from the inside out: asking questions, listening, collaborating, challenging assumptions and working forward for a common purpose: meeting and exceeding client goals.

Since our founding over 15 years ago, MB Piland has been driven by **PURPOSE**. We seek out clients who improve the health of people and communities. Our client experience includes health, education, government, economic development and products and services that support these industries.

.....

Our experience spans strategic planning, branding and outreach with educational institutions, economic development entities and business/industry clients. This brings you a team with unique abilities who bring a 360° perspective.

.....

MB Piland is located in the historic Westboro Mart at:

3127 SW Huntoon
Topeka, KS 66604

MB Piland is well established, recognized and awarded for outstanding work for more than 15 years. More detail is outlined in our FACT SHEET on the next page.

2.4 QUALIFICATIONS: FACT SHEET

HELPING BRANDS WIN FROM WITHIN

MB PILAND FACT SHEET

.....

founded: April 1, 1998
contact: mbpiland.com
785.232.4156

leadership: MARTHA BARTLETT PILAND
president + ceo

ALEX REILLY
vp + agency principal

distinctions:
MB PILAND is a certified Women's
Business Enterprise by the State of KS.

2002 State of Kansas Women-owned
Service Business of the Year.

2006 Topeka Chamber of Commerce
Small Business of the Year.

Dozens of local, regional and national
awards for outstanding work including
ADDYs, Bronze and Silver Quills, Philly
and Craftsmen awards.

approach:
While most agencies focus primarily on a brand's outward
effects, we start with the inside. A brand that's well
understood and executed internally is exponentially more
effective. It attracts and retains the best talent—and is more
profitable. It's head and shoulders above its competitors
because everyone in the organization is living and breathing
the brand. **They're "drinking the Kool-Aid," not just
putting on a name badge and going to work.**

thinking:
NO SILOS. We firmly believe HR, marketing, operations and
sales must be in step and working together. We look at
processes, sales channels and the referral base. Who are
the fans? The detractors? What do they need? We analyze
all internal touch points of a brand—and make sure they're
aligned with the external. The result is a powerful, enviable
internal culture because the brand essence permeates every
touchpoint.

model:
We EXPERT SOURCE. Our team leaders strategically use
open source, world-class creative talent: the best and the
brightest for every client every time. We aren't limited by a
staff with a finite skill set. We're nimble, flexible and scalable.

clients:
Our clients improve the health of individuals or communities.
Many are rapidly growing. They're entrepreneurial thinkers
who have mission and purpose.



MB PILAND ADVERTISING + MARKETING

brand alignment specialists

While most agencies focus only on a brand's outward effects, we start with the inside. We believe everyone in an organization has an effect on the success of the organization regardless of their job titles. Whether success is measured in sales or awareness, each employee is there to serve "customers" either directly or indirectly in everything they do.

.....

A brand that's well understood and loved internally is a brand that is head and shoulders above its competitors because everyone in the organization is living and breathing the brand. They are united by a common purpose. They're "drinking the Kool-Aid," not just putting on an ID badge and going to work. The result is passion that shows through to every prospect, customer and constituent, and in every interaction. It delivers more revenue and more results.

.....

we bridge silos

We look at a client's processes, sales channels and referral base. Who are the fans? The detractors? What do they need? We analyze all the touch points of a brand—internal and external—and leverage them to the fullest. The result is authenticity and effectiveness because the brand essence permeates every touchpoint. There's a complete, healthy Brand Ecosystem at work.

our culture

We're the kind of people you like to work with. We're fun, high-energy, holistic thinkers who love high-level conversations, great strategy and big, hairy, audacious killer ideas. We're not afraid to set big goals—and yes, we accomplish them.

innovative expert source model

Our innovative business structure—originally known as Fat Free Advertising™—means we EXPERT SOURCE. We've pioneered the process with strategic team leaders plus open source, world-class creative talent: the best and the brightest for every client, every time.

.....

We're nimble, flexible and scalable—especially valuable to clients with aggressive timelines.

.....

We think holistically about your organization and put together specialized teams to activate strategy-based tactics. We aren't limited by a staff with a finite skill set. Strategy drives our work from the inside out.

2.4 QUALIFICATIONS: SERVICES

MB Piland is experienced in all areas of marketing and media buying outlined in the RFP. We have in depth knowledge of the Kansas media market, and other markets as well. A demonstration of that experience is detailed in our list of clients, work samples, case studies and key team member resumés.

Due to the quantity of work our agency has performed over the past 15 years, we chose only selected work to show you as a sampling of our capabilities. If there are other examples that you require, we'd welcome the opportunity to provide additional work or to make a presentation. Below is a list of our services.

foundational strategic planning

- Marketing Performance Protocol™
- Media planning
- Strategic branding
- Audience Intel™
- Competitive Advantage Mapping™
- Audience persona analysis + development
- Brand asset audits

internal branding analysis and activation

- Secret shoppers
- Internal brand development
- Brand Touchpoint analysis and development
- Employee engagement analysis and activation
- Brand culture development or extension
- Sales process protocol and training
- Physical/environmental tactics
- Workforce cultivation/development
- Advisory boards
- Intranets

marketing tactics

- Advertising: print, radio, TV, outdoor, online, etc.
- Photography
- Market research: traditional, online and proprietary
- Fleet graphics
- Direct marketing: traditional and online
- E-marketing: web, email, CMS
- Video
- Trade shows: displays, pre- + post-promotions
- PR and special media events
- Media training
- Package design
- In-store point-of-sale material
- Strategic digital and social media
- Grassroots marketing tactics

speaking

- Keynote presentations
- Meeting facilitation
- Brand symposia

2.4 QUALIFICATIONS: EXPERIENCE

MB Piland has deep experience in education, health care, workforce development, economic development, industry/manufacturing and non profit/advocacy. These sectors have cross-over and share challenges and often require collaboration. We can connect the dots to build programs that are win-win-win. Here is a partial list of clients.

post secondary education

Allen Community College
Emporia State University
University of Saint Mary
Washburn School of Applied Studies

economic development

GO Topeka
Kansas Research Nexus
Garden City Chamber of Commerce
Jackson County Economic Development Corporation
Metropolitan Topeka Airport Authority

employment and education support

Kansas Association of Community College Trustees
Kansas Board of Regents
Key Staffing
Kansas WORKs—a program with Kansas Legal Services
Learning Quest 529 Education Savings Plan

industry/manufacturing

Cretex Concrete Products
DL Smith Electric
Grandma Hoerner's Foods
Kinedyne Corporation
Midwest Coating
Mohan Construction
Topeka Landscape
Wolf Construction



non profit/advocacy

Child Care Aware of Kansas
Kansas Action for Children
Kansas Association of Homes & Services for the Aging
Kansas Association for the Medically Underserved
Kansas Dental Association
Kansas Dental Project (3 partners)
Kansas Health Care Association
Kansas Health Consumer Coalition (30 partners)
Kansas Health Institute
Kansas Immunization Action Coalition
Northwest Kansas Regional Prevention Center

non profit/
advocacy

health

Century Health Solutions
Community Health Care Systems (rural hospital system)
Heritage Mental Health Clinic (mental health provider)
Jayhawk Pharmacy and Patient Supply (DME and pharmacy)
Kansas Mission of Mercy (donated service by providers)
Midland Care Hospice (hospice, home health and elder care)
Myers and Stauffer LC (accounting specialists in state and federal health care programs)
Shawnee County Family Resource Center (mental health)
Synōvim Health Care Solutions (health IT)
Topeka Pediatrics, PA (new client - physician group)
Valeo Behavioral Health: Community Residence Program

health

2.4 QUALIFICATIONS: WORK SAMPLES/HIGHLIGHTS

Over the years, MB Piland has developed a very large body of work. There's too much to list here, but we've included some of the highlights. Additional examples can be provided upon request. Direct links to videos are provided below, but all may be found on our YouTube channel at: <http://www.youtube.com/user/MBPilandAdvertising/videos>

Allen Community College 2007 - 2012

Strategic planning, research, branding, core creative strategy, photography, web development, direct mail, collateral, social media, digital advertising, print advertising, radio and outdoor advertising. *Please see case study on page 15 and work samples on page 16. Online ad samples can be viewed at: <http://mbpiland.com/online/>. Radio samples can be heard at: <http://mbpiland.com/radio-examples>*

Cretex Concrete Products 2009 - present

Sales collateral, strategic planning and consulting

Emporia State University 2004 - 2009

Start Here, Go Anywhere—Emporia State University

These television spots helped elevate the University's marketing dramatically. The campaign received excellent feedback from all stakeholders—the spots were created with an eye to longevity. They also have enhanced branding they can spin off of for communications produced internally. *View spots at: <http://www.youtube.com/user/MBPilandAdvertising/videos>*

Work for ESU includes branding, TV production, outdoor advertising, print advertising, alumni relations and recruitment video.

GO Topeka/Greater Topeka Chamber of Commerce 2006 - present

Strategic planning, research, branding, core creative strategy, web development, sales training, collateral, print advertising, online advertising, media planning and negotiation, PR, newsletters, direct marketing, special sales presentations, social media strategy and event planning.

View the website at: GoTopeka.com and TopekaChamber.org.

Please also visit our YouTube channel to see our award-winning 29-second videos:

Wayward Business Man: <http://youtu.be/W2NDZIH3zBI>

Manufacturing: <http://youtu.be/hwa5mZqUpAA>

Animal Health: http://youtu.be/C_xD7SssE9I

Alternative Energy: <http://youtu.be/RIM-GrrD-Gk>

The Workforce Development PSA: <http://www.youtube.com/user/MBPilandAdvertising/videos>.

A case study and samples of our print work are included on pages 17-19. Samples of online ads can be viewed at: <http://mbpiland.com/online/>

Kansas Action for Children 2002–2010

Your Mouth Matters

This multi-media campaign is laying the groundwork for better health policy for Kansas kids. At launch, this campaign also included news conferences, web and direct mail efforts. View television spot at: http://www.youtube.com/watch?v=VNVf4iHSa_Y

Other work for Kansas Action for Children includes branding, collateral, websites, video, legislative communications and PR. See a couple of case studies on pages 23-24.

Kansas Association of Community College Trustees 2009 - 2012

Strategic planning, branding, core creative strategy, print advertising, online advertising, outdoor advertising, collateral. *See examples on page 22.*

Smart Start Kansas Children's Campaign 2003-2004

This statewide multi-media campaign, including TV, a direct mail series, town hall meetings, PR efforts and public radio underwriting, helped achieve \$8.4 million in funding from the Legislature for quality early care and education for Kansas children. This was a significant increase over the previous year's funding of only \$3 million. A big success for Kansas kids! Both TV spots can be viewed at: <http://www.youtube.com/user/MBPilandAdvertising/videos>

Kansas Board of Regents 2008 - 2011

Research, branding, web development. *View the website at:* KansasRegents.org

Kansas Research Nexus 2011 - present

Research, branding, web development. *View the website at:* KansasResearchNexus.com

Key Staffing project client in 2010

Web development. *View the website at:* KeyStaffing.com

Learning Quest 529 Education Savings Plan 2005 - 2012

Media planning and negotiation, photography, TV production, online advertising. Visit our YouTube channel to see the TV spots here: <http://www.youtube.com/user/MBPilandAdvertising/videos>. See case study on page 20.

Metropolitan Topeka Airport Authority 2012 - present

Strategic planning, branding, research, PR, web development. View the website at: mtaa-topeka.org. Online ads can be viewed at: <http://mbpiland.com/clients/mtaa/>

Midwest Coating 2011 - present

Strategic planning, media planning and buying, PR, eNewsletter, trade show tactics, special events, product development and naming, social media strategy.

Myers and Stauffer LC 2012 - present

Strategic planning, branding, collateral, web design, direct mail, ad design, internal culture and communications. View website at: mslc.com. See case study on page 20.

University of Saint Mary 2004 - 2012

Branding, online advertising, print advertising, collateral, direct mail, photography, email templates, media planning and negotiation

Washburn School of Applied Studies 2004 - 2012

Feature writing, photography and collateral

Wolf Construction 2007 - present

Strategic planning, branding, sales presentation materials, web development, safety manual, video, apparel program, proposal template system. Please see website at wolfks.com

Work Opportunities for Rural Kansans 2007 - 2008

Strategic planning, branding, radio production, collateral, print ads, billboards, media planning and negotiation.

CORPORATE IDENTITY EXAMPLES



Building the big picture for over 25 years



CORPORATE IDENTITY EXAMPLES



Kansas Mission of Mercy
Making a Difference



ORAL HEALTH KANSAS



Kansas Dental
Charitable Foundation



MYERS AND
STAUFFER_{L.C.}
CERTIFIED PUBLIC ACCOUNTANTS



IMMUNIZE KANSAS KIDS



Kansas Immunization
Action Coalition



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right message. right place. right time.
Allen Community College

“

The main goal was to increase enrollment —

for Fall 2009, credit
hour enrollments were
up over 11%.”

MB Piland began working with Allen Community College in 2007. The main goal was to increase enrollment with varied audiences, and promote three campuses and online studies. Allen seeks to attract high school students, high school graduates and adults—each with different needs and different media uses.

Targeted messages and specifically placed media under a united creative theme create synergy, yet also speak to those different needs and reach audiences where they are. The use of radio, outdoor, online and newspaper—both traditional and high school paper—was highly effective.

Results were exceptional. As compared to dropping, flat or very small increases in enrollments at other institutions when the campaign began, **Allen saw significant increases and exceeded goals.** In year two (2008-2009), they reported a 9% increase. For Fall 2009, credit hour enrollments were over 11%. Allen has continued to have strong results compared to its peers.



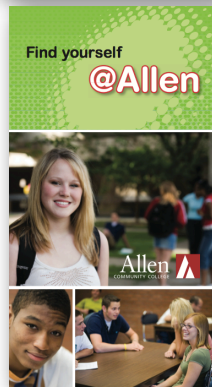
MB PILAND

We help brands win from within. Building engagement and purpose with internal culture generates exponentially larger returns.

ALLEN COLLATERAL PIECES



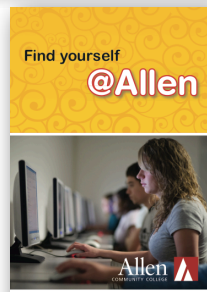
INQUIRY PIECE



16-PAGE VIEWBOOK



ALLIED HEALTH PIECE



BURLINGAME CAMPUS PIECE



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shouting from the rooftops Topeka Chamber/GO Topeka



SITUATION: MB Piland began working with the Topeka Chamber of Commerce/GO Topeka Economic Partnership in 2008. There were multiple goals and dual audiences: both the local business community, and business professionals outside the community looking for a place to expand operations. There were many goals and efforts, but this case study addresses a few:

OBJECTIVES:

- Discover the client's brand "DNA" and create an authentic brand voice that would resonate with internal **and** external audiences.
- Get Topeka "on the radar" with external audiences. (No need to reverse a negative image, but to become known.)
- Differentiate Topeka from thousands of global competitors—and also promote internal pride.

TACTICS:

- Develop a new brand and WE CAN DO THAT messaging.
- Create an energetic, vibrant and modern approach to graphics, copy and events.
- Targeted media for various audiences: print, online, new websites, special events, direct marketing, PR and a special Sales Protocol.


RESULTS: This body of work supported the 2009-2011 efforts and successes of the Topeka Chamber/GO Topeka with major plant expansions and new business resulting in:

- 1,907 retained jobs
- 1,250 new jobs
- \$960.45 million in capital investment

MB PILAND

We help brands win from within. Building engagement and purpose with internal culture generates exponentially larger returns—inside and out.

GO TOPEKA PRINT CAMPAIGN
EXAMPLES





HIGH VOLTAGE ENERGY.

YOU MUST BE THINKING
ABOUT TOPEKA.

WE STILL BELIEVE THE MOST POWERFUL SOURCE OF ENERGY IS THE HUMAN MIND. That's just one of the reasons Topeka was named among **Kiplinger's 10 Best Cities for the Next Decade**. We've tapped the power of our smart and skilled work force and have laid the foundation for growing fuel cell technology and renewable energy industries with available sites and low cost of doing business. Topeka is also a **Top 10 Metro for Best Cost of Living for 2009 and 2010**. So when you're thinking about the best place to energize your company, think Topeka. To learn more about relocating or expanding to one of the most business-friendly environments in the world, contact Steve Jenkins at 785.234.2644 or sjenkins@GoTopeka.com.

Kiplinger's PERSONAL FINANCE
Top 10 Cities for
the Next Decade

 **GoTopeka.com**

 **GOTopeka**
ECONOMIC PARTNERSHIP
Topeka, Kansas, USA

GO TOPEKA PRINT CAMPAIGN
EXAMPLES

HOW SWEET IT IS ... TO BE ON TOP.



Kiplinger's
Top 100 Cities for
the Next Decade

WE MADE KIPLINGER'S TOP TEN CITIES FOR THE NEXT DECADE.
We make a lot of short lists because we offer our business community the works—ample industrial land for development, low operating costs, tax incentives, a highly skilled and educated workforce, and so much more. Here's just a sampling of the sweetness:

- 1,100 available acres, fully equipped
- Conveniently located at the confluence of major US north-south and east-west highways, as well as rail access and air transport
- Cost of doing business is 15% lower than the national average (Moody's Economy.com)
- All machinery and equipment is exempt from personal property taxes
- Energy costs are 24% lower than the national average (Moody's Economy.com)
- Two major local hospitals perform clinical trials and research
- Diverse workforce experience including manufacturing, R&D, distribution and logistics, finance and food processing
- Four major universities within a 40-mile radius with a combined enrollment of 60,000 and 12,000 graduates per year
- Located in the Kansas City Regional Animal Health Corridor, the world's largest concentration of the animal health industry
- Home to one of the world's leading animal nutritional research centers

To find out more about why Topeka could be your "sweet spot," contact Steve Jenkins at 785.234.2644 or sjenkins@TopekaChamber.org.

WE DO THAT
GoTopeka.com

GoTopeka
ECONOMIC PARTNERSHIP

IT'S A WIN WIND SITUATION.



TOPEKA, KANSAS—A BREATH OF FRESH AIR. Located right in the middle of America's wind corridor, Kansas has the second highest wind energy potential in the nation as well as a 20 percent Renewable Energy Standard by 2020. We're in just the right place for the transport of energy, and we have the right strategic alliances to grow this innovative industry. Add to that the technical capabilities, readily accessible resources, and a smart and willing workforce for wind turbine and component manufacturing. Learn more about Topeka today by contacting Steve Jenkins at 785.234.2644 or sjenkins@GoTopeka.com.

WE DO THAT
GoTopeka.com

GoTopeka
ECONOMIC PARTNERSHIP
Topeka, Kansas, USA

BEST FRIEND IN BUSINESS.



TOPEKA AND SHAWNEE COUNTY IS THRIVING thanks to our strong and established business community. And as part of this community, we invite you to take part in GO Topeka's Existing Business Program to help ignite, enhance and grow your business and the local economy even more. Through our program, you'll get:

- Strong educational partnerships to support workforce needs now and in the future
- Information on available local and state incentives
- Help navigating the rules, regulations and red tape so you can focus on what you do best
- Industry-specific connections for advice and opportunities
- A wealth of relevant information including a snapshot of the business climate culled from data analysis
- Security and confidentiality among all involved

With all of these elements in place this certainly is the start of a beautiful friendship. If you're thinking of starting or expanding a business in Topeka/Shawnee County, call GO Topeka to find out how we can help at 785.234.2644.

WE DO THAT
GoTopeka.com

GoTopeka
ECONOMIC PARTNERSHIP

BUILD IT. STORE IT. SHIP IT.



TOPEKA, KANSAS... CONVENIENTLY LOCATED RIGHT IN THE MIDDLE OF EVERYWHERE. That means you can get your products to your customers fast and efficiently. That makes you more money. And that's just good business. Plus, we have available sites, low energy costs, aggressive development incentives and a highly skilled workforce. If your company wants to be all over America, it needs to be in Topeka. Contact Steve Jenkins today at 785.234.2644 or sjenkins@TopekaChamber.org.

WE DO THAT
GoTopeka.com

GREATER TOPEKA CHAMBER
GO TOPEKA

internal brand combustion Myers and Stauffer

PROBLEM

Myers and Stauffer LC, an accounting firm specializing in government health programs, had grown from a single office with a few employees to 360+ associates in 13 states. The company was “siloe” by geography and no regular communication systems between locations. This rapidly-growing firm’s internal and external marketing was dated and out of sync with the business.

They needed a new plan to further propel their rapid growth—and a brand built from the inside out.

INSIGHTS

- Owners had the “curse of knowledge.” They had big goals but few others in the company knew what they were.
- The logistics of a company-wide meeting to unveil the new brand and plans were impractical.
- Their office managers were powerful gatekeepers. They could be pivotal in influencing the unique culture of each office location.

SOLUTION

- Inspire **internal champions**, the office managers, to hold exciting brand launch events with their own “touch.”
- Provide each location with new stationery, templates and branded swag to **create excitement** and impact.
- Create an employee newsletter from the owners with **vision**, the reason for the rebrand and **long term goals**.
- Establish **ongoing, structured communications**.

RESULTS

More than just an announcement from “above,” the launch was a message from the owners, delivered with creative flair from the office managers. The kick-offs brought everyone along and empowered them.

Almost immediately after the internal launch, the feedback was overwhelmingly positive. Just a few of the comments received:

“This is fabulous. I look forward to reading each piece and incorporating into our marketing for talent and our on-boarding work...”

“Extremely impressive! Thank you for sharing. Let me know how I can help...”



MB PILAND

We help brands win from within. Building engagement and purpose with internal culture generates exponentially larger returns—inside and out.

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KACCT CREATIVE CONCEPTS FOR OUTDOOR, DIRECT MAIL, WEB AND COMMUNICATIONS

BILLBOARD/AD CONCEPTS



DIRECT MAIL CONCEPTS



CORE CREATIVE ELEMENTS



WEB CONCEPT

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standout creative + media prowess Learning Quest



Working with the team at MB Piland is a great experience. Everyone is willing to listen and take all perspectives into account to come up with the best results.

The dedication and creativity of the staff is outstanding."

Dennis McKinney
Kansas State Treasurer

In 2005, MB Piland began working with American Century Investments and the State Treasurer of Kansas to promote Learning Quest, the 529 education savings plan.

The goals: promote the plan in every corner of the state while achieving the most media value for the dollar. In addition, **promote its use for all forms of postsecondary education**. Of course, **plan enrollments and additional investments** were paramount.

MB Piland analyzed the client's media and was able to **recognize a 30% savings right off the top**. In addition, **we negotiated value-added promotion that produced another 20% in media weight** for the client's dollar. The creative is designed to cut through the clutter, promote college and technical education and adhere to strict regulatory requirements.

In the end, results matter. Learning Quest has continued to see steady increases in program investment and new accounts. It is one of the top 10 accounts in the U.S.



MOM VO: Every time I look at her, I just see possibilities. What she might be someday.



MOM VO: Will she be a chemist?



MOM VO: Will she be a chef?



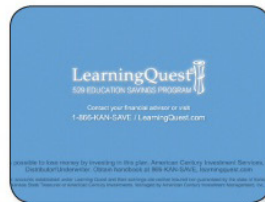
MOM VO: Or, will she be a veterinarian?



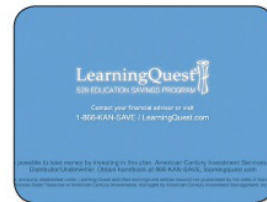
MOM VO: Will we be able to help her reach her dreams?



DENNIS MCKINNEY: Opportunity comes from hard work and investing in our children's education. A LearningQuest 529 Education Savings Plan is a tax advantaged way to invest in your child's future—be it college, community college or technical school.



ANNCR: Tax benefits may be conditioned on certain requirements.
LOGO: LearningQuest
TYPE: 1-866-KAN-SAVE / LearningQuest.com



LEGAL: It is possible to lose money by investing in this plan. American Century Investment Services, Inc. (Investment Advisor) is not a distributor/underwriter. Obtain handbook at 866-KAN-SAVE / LearningQuest.com.
Notice: accounts established under Learning Quest and their earnings are neither insured nor guaranteed by the state of Kansas, the Kansas State Treasurer or American Century Investments. Managed by American Century Investment Management, Inc.

MB PILAND

We help brands win from within. Building engagement and purpose with internal culture generates exponentially larger returns.

innovative children's march = major publicity Kansas Action for Children

PROBLEM

Kansas Action for Children had an important announcement about a study on the health and well-being of Kansas kids. The problem? A lengthy report with facts, figures and charts—hard to capture media attention or get across meaningful information in a sound bite.

INSIGHTS

- Reporters are stretched thin, so getting in-depth coverage is challenging.
- Kids are hard to ignore—and they're often far more brilliant than people expect.

SOLUTION

Devise an event to bring the report to life by letting kids tell the story. ***Kansas Kids Speak Out: It's Time to Listen*** was the theme we developed. We contacted teachers across the state and enlisted their help. We asked students to lend their voices by creating signs bearing their own messages for adults, legislators and the public. We gathered over 300 kids along with our client, who marched to the Statehouse with messages like "Read to me," "Listen to me" and "Make my education a priority."

With the student demonstrators as a backdrop, the client and preselected students made remarks at this out-of-the-ordinary news conference to unveil the report.

Afterward, students got to meet their legislators, tour the Capitol and learn firsthand about having a voice—all in keeping with the client's mission.



RESULTS

- Heavy news coverage in print, broadcast and electronic media was earned.
- Because of the many towns the students came from, news coverage was achieved in all corners of the state—not just the major outlets—but also the small town media.
- Tremendous visual appeal brought much photo coverage in addition to the editorial.
- Quality news coverage was earned because the kids brought the information (and its importance) to life.

MB PILAND

We help brands win from within. Building engagement and purpose with internal culture generates exponentially larger returns—inside and out.

many hands make light work—and strong Kool-Aid

Kansas Action for Children

PROBLEM

Kansas Action for Children wanted to generate major publicity for their annual Kansas Children's Report Card that contains dry, but important stats about health and education in Kansas. They needed a new way to tell a story—and get extended coverage in the media—without a traditional media budget. They relied on MB Piland to help put a fresh face on the important news.

INSIGHTS

- PR could be a good value, but reporters are stretched thin, so getting in-depth coverage is challenging.
- Kids are natural "helpers" who can show adults a new way to see the world if we let them.
- The project is attractive for bringing in partner supporters.

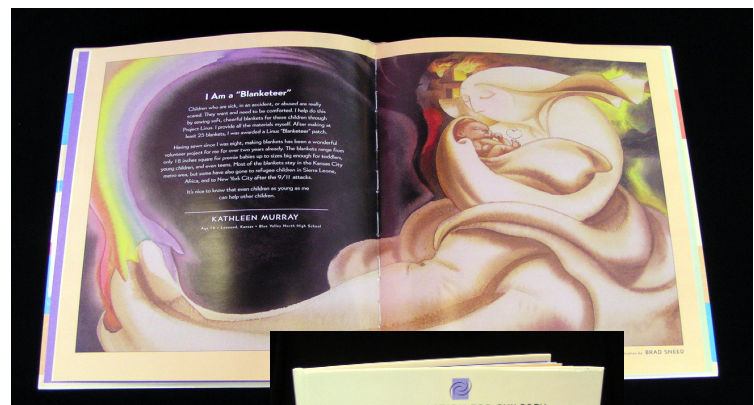
SOLUTION

Publish a book with stories and poems written by Kansas kids with a theme of "helping hands." The idea: everyone has something to contribute in helping others...even kids. We held a statewide call for entries and worked with teachers and PTOs to get the word out about our contest.

We also assembled a team of major children's book illustrators to create art to accompany each winning entry. (The artists provided their services at deeply discounted rates.)

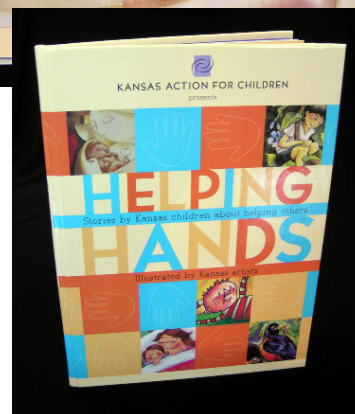
The book was released with the Report Card announcement, and individual events with signings and readings by the kids and artists were held in bookstores throughout the state. (Store owners donated their venues.)

Books were also sent to all libraries, doctors' offices and major businesses to display and share.



RESULTS

- Heavy, extended news coverage in print, broadcast and electronic media was earned.
- Because of the many towns the students came from, significant extended news coverage was achieved statewide.
- Internal audiences (students, teachers, families, artists, bookstore owners) had "drunk the Kool-Aid," as evidenced by their participation. And additional displays and small events sprang up at libraries and schools on their own, extending the project even further.



MB PILAND

2.4 QUALIFICATIONS: KEY TEAM MEMBERS

Martha Bartlett Piland • President + CEO



Martha brings to clients an extensive background in advertising, strategic planning and communications, as well as a clear understanding of “client side” challenges. Her broad experience and unconventional business approach are valuable in making recommendations for clients that make sense—and work.

After graduating from Washburn University, Martha worked several years in retail management where she learned first hand the value—and challenges—of merchandising, sales promotions, customer service and sales metrics.

In 1989, she joined one of Kansas’ largest agencies, where she rose to the position of Director of Account Service. She was responsible for guiding research, marketing strategy and planning for the firm’s major clients. She gained a broad range of experience, working on everything from branding campaigns to attention-getting news events, creating unique web sites and communications to major national campaigns.

Eight years later, she joined Heartland Health as Director of Marketing where she built a marketing department for the fledgling health insurance company from the ground up. She developed and updated marketing plans, worked with the c-suite to develop marketing strategies, supervised research, directed PR and communications activities, and helped internal customers identify needs and solve problems.

Martha founded MB Piland Advertising in 1998 with the goal of providing clients of any size with “big agency” strategic planning and creative experience. Her unconventional and alternative approaches help clients be more effective and more visible in an overcrowded marketplace.

Martha serves on the Career Pathways curriculum development work group, a multi-state effort. She has been an adjunct professor at Washburn School of Business and is a regular speaker on campus. She is also part of a national speaker’s bureau, traveling throughout the U.S. and Canada to conduct retreats and presentations on leadership, marketing and ethics to university students, faculty and alumni. She is a 2003 graduate of Leadership Kansas, and 2007 graduate of Leadership America affording her a vast network of business leaders from all areas of the U.S.

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Alex Reilly • Vice President + Agency Principal

Alex is passionate about connecting clients and their brands with customers. Whether it's B2B or B2C, the challenge is rush every time. For more than 15 years, Alex has carved out plans and executions that help clients win.

Alex is a graduate of the University of Kansas with a B.A. in French. (Bonjour!) For nearly 10 years, Alex worked in one of the state's largest advertising and marketing firms where she learned about nearly every aspect of the agency business.



Beginning as the traffic manager, she worked in both the creative department and account service, where she advanced to the position of Account Supervisor. She worked on major national clients for both U.S. and international divisions.

Alex became part of the MB Piland team in 2005, and has led many of the firm's major accounts. Her experience includes developing and implementing strategic plans, leading research projects—both primary and secondary, brand image re-launches, business development and training programs, corporate magazines and newsletters, point-of-purchase materials and web sites with database-driven content and animation.

Alex enjoys volunteering. She's contributed numerous volunteer hours to United Way, Topeka Civic Theatre & Academy and the Auburn-Washburn School Foundation, and other committees. She was a YWCA Women of Excellence Honoree in 2009, and IABC/Topeka's 2012 Communicator of the Year.

.....
Alex and Martha will lead the client work. Other teammates will be integral with planning and execution. Their information is detailed below. As needed, other resources are available to ensure client work is on track, on time and on the mark.
.....

Gary Fish • Broadcast Media

Gary brings clients a wealth of experience in media planning, buying and promotions. He also offers a wide range of creative media approaches to clients. Creative strategic thinking is a strength—helping build alliances from a number of media and advertisers is one way he helps stretch budgets and create a win-win situation for everyone.



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Gary graduated from the University of Kansas in 1980 with a B.S. Degree in Journalism & Advertising. Shortly thereafter, Gary joined Emerson/Nichols/Bailey in Dallas as a media planner and buyer. In that role, Gary gained valuable experience in all forms of media including television, radio, newspaper, outdoor, consumer magazines, trade publications and direct mail.

In 1990, Gary formed The Fish Agency, a media planning and placement service. Since then, The Fish Agency has served some of the region's largest and most prestigious accounts.

Gary has collaborated with MB Piland on media strategy for such clients as Learning Quest, Allen Community College, AAA of Kansas and many more. Gary's media planning and buying experience is both wide and deep.

He has created very successful media plans in major national markets, as well as in diverse rural markets such as Salina, Kansas and Canon City, Colorado. Understanding the nuances of both has helped clients reach very aggressive sales goals.

Through his work, Gary has developed strong media relationships both regionally and nationally. He negotiates broadcast and print placement in more than 30 U.S. markets, including New York, Los Angeles, Chicago, San Francisco, Philadelphia, Washington DC, Dallas-Fort Worth and Atlanta.

His balance of tough negotiating with relationship-building skills means clients get cost efficient media buys—as well as a favorable image with the media. This approach helps generate impressive bonus weight, added value and promotional tie-ins for clients.

PLEASE NOTE: Gary Fish is submitting a proposal to the State of Kansas as a provider for media planning and buying. He works both independently and with MB Piland, depending upon the client and the needs of the assignment.

Doug Stremel • Creative director/producer, photographer

Doug brings to the team contagious creative flair along with substantial experience in advertising and marketing.

Doug graduated from the University of Kansas in 1984 with a B.S. in Journalism. After years in television news as an award-winning photojournalist and reporter, he found a new challenge in advertising. For eight years, Doug's passion and enthusiasm for standout, on-target creative gave clients of a regional agency a bundle of award-winning work that really worked.



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Since 1998, Doug works as a creative director and writer in most areas of advertising and marketing including print, broadcast, outdoor, promotion, public relations, direct marketing and interactive media. He writes, produces and directs everything from radio and TV spots to documentaries and infomercials. He is also an accomplished photographer.

Some of Doug's major efforts have included work for Emporia State University, FHLBank Topeka, Kansas Travel & Tourism, Southwestern Bell Mobile Systems, Kansas Action for Children, Capitol Federal Savings, Hill's Pet Nutrition, Peoples Bank, St. Francis Hospital & Medical Center, Payless ShoeSource and Parade of Shoes.

He has been recognized with numerous awards, among them ADDY, Clio, Silver Microphone, Telly and Emmy., and from organizations such as Communication Arts and Graphis. Doug loves simple strategies, strong brand building, sports, Kansas' many out-of-the-way attractions and good barbecue.

Gary Piland • Web and eStrategy

In 1990, Gary was hired by a major Kansas advertising firm to manage their growing computer systems. He eventually rose to become Vice President of Callahan Creek Interactive and Chief Technical Officer for the company as a whole.



In 1995, Gary was instrumental in establishing the firm as the first major agency in the midwest with a web site. He was involved with creating interactive solutions for regional, national and international clients including University of Kansas, Build-A-Bear Workshop, Payless ShoeSource, Hill's International, Kansas Department of Commerce and many more.

After 13 years, Gary formed an interactive and design company, Umbrella. His broad experience helping large and small clients achieve their online goals, as well as a deep understanding of the technical issues instrumental to a successful interactive project, are invaluable assets to companies seeking innovative and successful web solutions.

He has partnered with MB Piland on major clients like FHLBank Topeka, Kansas Research Nexus, GO Topeka, Kansas Governor Mark Parkinson, Kansas Treasurer Ron Estes and many more.

Gary's projects include everything from simple brochure-ware web sites to international online marketing intranets; in-store customer loyalty kiosks to interactive CD ROMS;

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data-driven online customer relationship systems to mass e-mail marketing campaigns. If it communicates through a desktop or mobile computer screen, Gary has the experience and knowledge to make it happen.

Janell Browning • Art Direction/Design

Janell Browning has more than 14 years of experience developing stand-out and on-target creative in the advertising industry. She began her career as a graphic designer and worked her way up the ranks to Art Director. She has worked with many notable accounts in a variety of industries including medical, pharmaceutical, financial, automotive and social services.



She has collaborated with MB Piland on major projects for Topeka Chamber of Commerce/GO Topeka, To Go Brands, Mize Houser & Company and others.

Janell is adept in multiple marketing media including web and print design, corporate branding and collateral materials, outdoor advertising and marketing kits. She has a BFA from the University of Kansas School of Fine Arts.

Brian Grondahl • Art Direction/Design

Brian brings an energetic creative flair along with substantial experience in advertising and outreach.

He graduated from the University of Kansas in 1998 with a BFA in Graphic Design. He also spent a summer gaining international experience at the Instituto Europeo School di Design in Milan. After rising through the ranks to Senior Art Director at some of the most prominent agencies in Kansas City, Brian decided to work independently so he could broaden his skills—and his depth of experience.

Some of Brian's major efforts have included work for clients both large and small on branding, packaging, outdoor, direct mail and broadcast. His award-winning work in the areas of heavy industrial, automotive and aircraft has earned him the admiration of clients and peers alike.



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Christine Knauer • Writing/Concepting

What makes her tick? She enjoys making clients happy and making their lives easier. She jumps through hoops so they don't have to. Christine believes talking about a product's benefits in plain language makes a bigger impact.



Career highlights:

- 1989 BS Mass Communications, Lindenwood College
- 1992 MS Aviation Safety, Central Missouri State University
- 1995 Avion Group/SHS — Copywriter/Marketing Coordinator
- 1997 Independent Talent: Writer & Concept Developer
- Summit Solutions, IT & Business Computing/Process Solutions
- Life Care Services, senior living communities and health centers offering rehab therapies, assisted living, & skilled nursing care
- UNICEF Child Advocacy/Hallmark

Dave Uhler • Video/TV Production

Dave has spent all of his adult life and much of his childhood producing compelling video. At 10 years old he saved his allowance for weeks just to rent a video camera for a weekend. Now, he owns nine Pro HD cameras.



Cutting his teeth in “the biz” Dave not only performed the duties as videojournalist and editor, but also audio control operator, assistant director, web page developer, and on-air movie critic, for several television and print news organizations, including KSNT Channel 27, the Topeka Capital-Journal and TPS Channel 14. Dave has won numerous KAB awards, ADDY and other industry awards and nominations for two Emmy awards.

Dave co-created **Tough Grit**, a reality show, with Bill Uhler, editor of *Grit Magazine*. Nominated for a regional Emmy Award in 2013, 26 episodes aired on RFD network. Dave co-wrote, directed and produced all episodes.

Dave enjoys entering and competing in film competitions, such as the National Film Challenge, where teams of filmmakers around the world are given a set of criteria and have only a weekend to create a short film based on those elements. Dave has garnered numerous creative and technical awards for his work.

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Kris Luber • Writer, editor and proofreader

Kris' command of the English language is astonishing. Spelling, grammar and a keen understanding of various writing styles, such as AP and others, ensures that writing is not only creative, but correct, complete and clear.

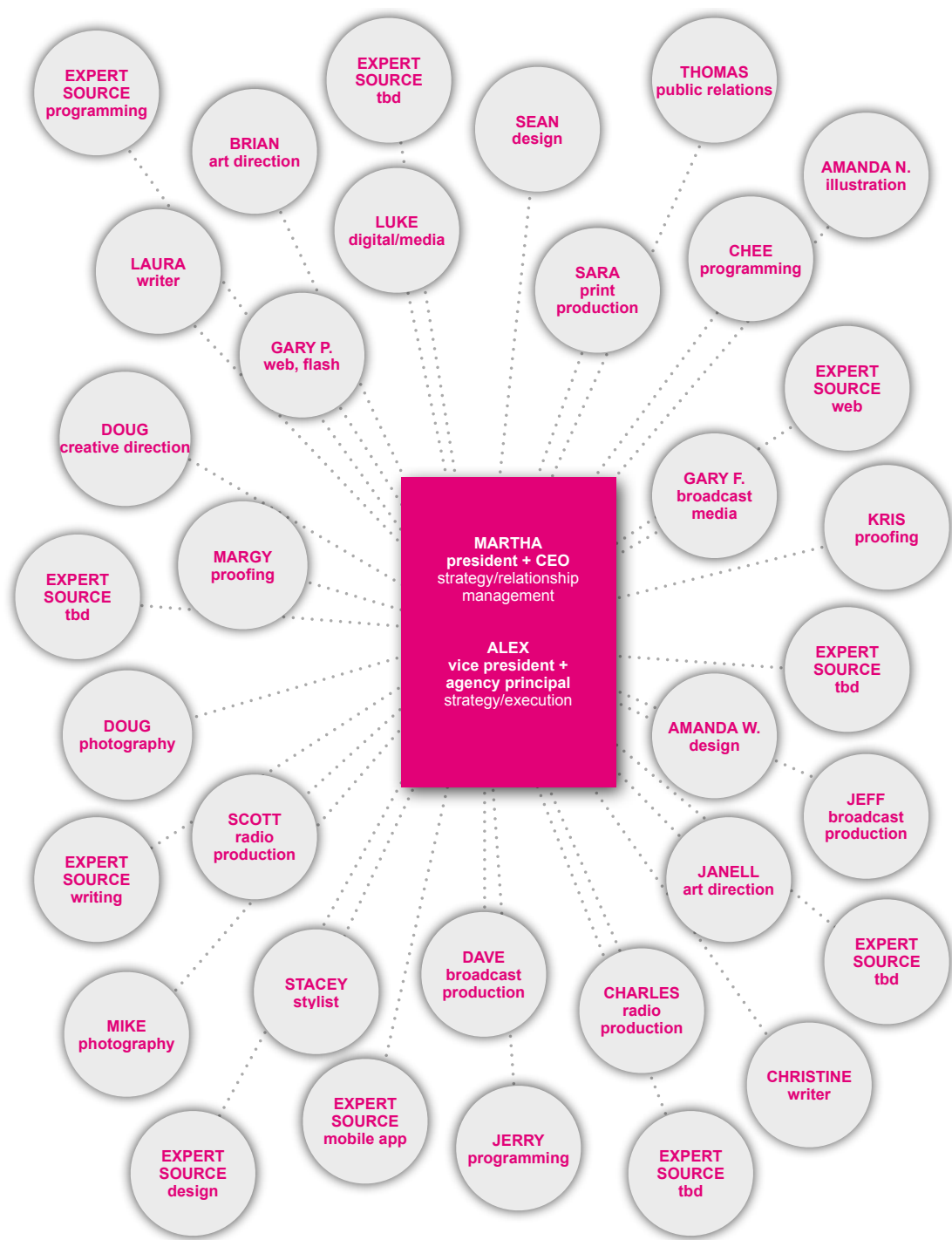
Kris Luber has a degree in elementary education with an English minor from Concordia University in Seward, Nebraska. Early in her career she taught in parochial schools. In 1992 she became an editor on the translation team for God's Word, a modern-language Bible translation. She subsequently edited and/or proofread a number of religious books for Livingstone Corporation in Chicago and the Interim Ministry Network in Baltimore.



From 1999-2011 she was a lay education minister, and during that time she wrote curriculum for ministry among adults with intellectual disabilities, wrote and edited copy for local newsletters, and wrote articles published in national periodicals. Since 1997 she has written copy, edited, and proofread marketing materials for both agency and corporate settings. She has collaborated with MB Piland on numerous projects since 1998.

NOTE: MB Piland is located in Topeka, Kan., and many of our expert source partners live and work in northeast Kansas. Due to our Expert Source model, however, we are not limited to work only with team members who are geographically close. When the assignment calls for it, we bring on experts from any in the U.S. and around the globe.

ORGANIZATIONAL CHART



2.5 METHODOLOGY

MB Piland has developed a proprietary planning and creative process approach and also has workflow processes that ensure that client work is high quality, timely, complete, accurate and on budget.

MARKETING PERFORMANCE PROTOCOL™ (MPP)

This is our full research, planning, creative and execution model for marketing. It is comprehensive and robust. It is also both **scalable** and **flexible**. Most clients have special needs that require a custom approach. Beginning with our MPP as the starting point, we evaluate client needs and customize the steps each time.

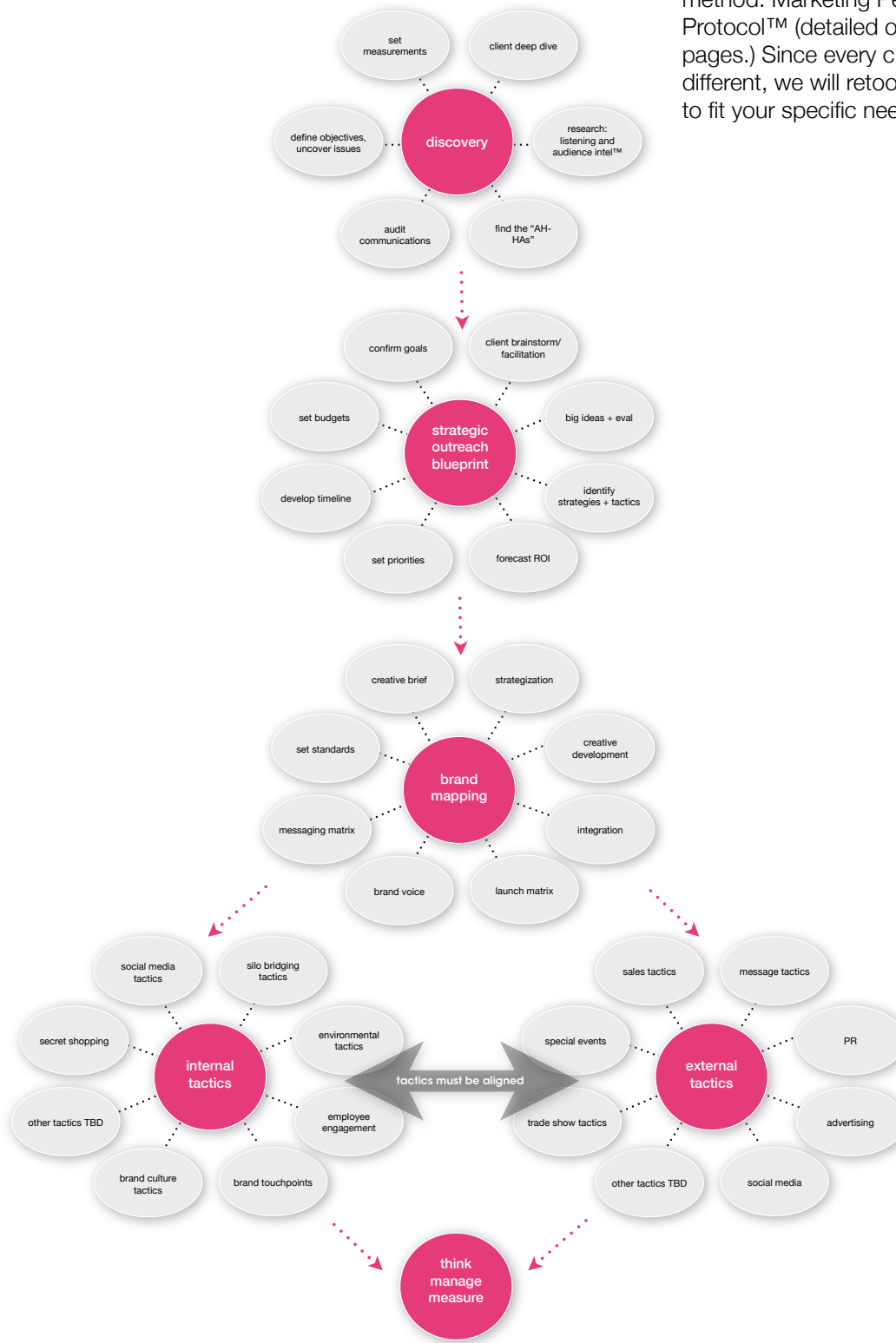
A visual representation of MPP is on the next page, followed by descriptions of each step.

ACCOUNT MANAGEMENT AND WORKFLOW PROCESSES

Our hallmark is client service second to none. Our workflow is detailed, it's supported by technology and follows best practices of our industry, including a few proprietary twists as well. Detail about our workflow, what you can expect when you work with MB Piland, can be found on pages 39-42.

MARKETING PERFORMANCE PROTOCOL™

This chart shows our proprietary method: Marketing Performance Protocol™ (detailed on following pages.) Since every client is different, we will retool and adjust to fit your specific needs.



STEP 1: discovery and audience intel™



We're interested in you. And your target audiences, both internal and external.

Your strategic alliances. Who are your allies and foes? What do your employees say? What do they think? How do all audiences experience and communicate the brand?

We'll conduct a strategic discovery session with your key leadership.

We'll do a deep dive conversation, listen between the lines and unearth what you may not even realize is there.

This first meeting will help us hone in on quantifiable objectives and focus on the best audience segments (internal and external) who can help reach these goals.

After the meeting, our strategic team will dig further to gain new intelligence. This will consist of:

- interviews with staff at varying levels
- interviews with clients, prospects and/or constituents
- interviews with referral sources

Client will provide MB Piland with appropriate contacts for the interviews. Next, we'll perform a communications audit, reviewing your existing body of work such as communications, PR, social media, employee training activities, online and collateral.

We'll also conduct secondary research, which includes curation of traditional and social media resources for further analysis.

The deliverable: Your Audience Intel™ report that details our findings. These foundational insights will provide the basis for work that guides branding and strategic planning.

STEP 2: strategic marketing blueprint

The foundation is laid. Next we'll next come up with the focused strategy that becomes your roadmap.



strategic marketing blueprint

We'll conduct a second in-depth planning and ideation session with key decision makers. In this collaborative half day session, we'll discuss goals and objectives for internal and external audiences, then launch into guided ideation and discussion of how to address their needs. After this meeting, the work continues at MB Piland with additional ideation and planning.

We'll sort through and evaluate the ideas, then build a strategic blueprint with an eye toward the highest potential ROI.

We'll make recommendations that best support your goals and leverage the "brand voice" to educate audiences, enliven supporters and disarm critics.

The deliverable: Your Strategic Marketing Blueprint.

A comprehensive plan that details and prioritizes audiences, strategies and tactics. All are supported with budgets and time-and-action calendar.

STEP 3: brand mapping

Well-armed with insights from Discovery, we'll roll up our sleeves to identify and leverage your brand essence—the DNA—that makes you memorable and remarkable.



brand mapping

This isn't about creating a logo or adhering to a set of colors: this is about finding your brand voice, then using it to share the story everywhere (internally and externally) in a clear, memorable and enticing way through words and symbols.

our creative process

First we build a Strategic Creative Brief. This Brief is thorough, strategic and foundational. It sets the tone for the creative, and dictates the look, feel, tone and manner. With your approval of the Brief, creative development begins.

presentation

Concepts are presented, with options for review and discussion. Your input is incorporated, then tweaks presented. Our scope of work generally includes two rounds of tweaks.

refinement and standards development

The brand is finalized, and Brand Map is developed. This standards document details how the brand should be portrayed throughout all communications from the inside out. It includes analysis and directional ideas for:

1. Brand essence definition

- elevator speech
- voice mail
- email tag
- social media profiles

2. Words and symbols

- logo
- tagline
- brand story

3. Physical space

- displays
- furniture
- lighting

- restrooms/reception areas
- signage

4. People

- uniforms/dress code
- appearance
- welcome/greeting/service
- passion/attitude
- target audience (for employees)

The deliverable: Your Brand Map—We'll identify, name and describe the brand in detail. We'll begin to create and relate your story to be shared, retold and loved. This is a critical way to ensure consistency through the life of the program—and even after funding ends—for long-term sustainability.

STEP 4: tactical executions

With a plan and brand map in place, we'll be ready to activate tactics recommended in the Blueprint. At this point, we can't be sure what will be contained in the plan.

However, no matter what tactics we undertake, a very important first step is launching the work internally.

**internal +
external
tactics**

internal brand launch event

We'll plan and conduct a launch for internal audiences. That's where everyone will learn about the plan, the work and the development underway—and their important role in living and breathing the brand. We'll get them engaged, excited and ready to share the brand story everywhere they go.

outreach tactics

Until the Blueprint is complete, it's too early to know what tactics will be needed. But just a few to be considered are:

- Direct outreach
- Digital communications
- Web site tactics
- Blogging and social media tactics
- Podcasts or vodcasts
- Trade show tactics
- Referral programs
- Special events
- Secret shopping
- Sales calls
- Collateral
- Employee engagement activities
- PR
- Other TBD

STEP 5: think/manage/measure

Our clients find that they value our ongoing thinking about their business. Not just their *advertising*, but their *business*. It keeps them on track and allows them to maintain focus. This ensures clients reap the rewards of the investment they've made in research and planning.

think
manage
measure

MB Piland will serve as a strategic partner by lending creative insights, outreach strategy consultation and project management.

We'll support the timely execution of campaigns and be available to act as a sounding board as new opportunities arise.

The deliverable: Proactive ideas and observations.
Monthly meetings to brainstorm, measure, touch base and adjust as needed.

2.5 METHODOLOGY: WORKFLOW PROCESSES

Our goal during the process is meet and exceed your expectations. Our workflow processes are designed to ensure that communications are clear and frequent. We can be on time and on target when expectations are shared. If a problem arises, we'll talk with you about it and present options and counsel on how to best proceed. The decision will always be yours, with no bad surprises at the end of a project.

WHAT WE ASK OF YOU

The success of any program is a shared responsibility of the agency and the client. We will each have work to contribute for the mutual success. What we ask of you:

- An open mind—we aren't "yes men," and always bring our best counsel. We also recognize that no one knows more about your organization than you do.
- Although group discussion and buy-in is important (and encouraged) a single point of contact will help avoid confusion.
- Timely approvals and input based on mutually-agreed schedule.
- A desire for collaboration and innovation to create some powerful results together.

OUR WORKING STYLE AND DEVELOPMENT PROCESS

You have important work to accomplish. Having a strategic partner who's on top of the work, has well-defined processes and is thinking ahead in collaboration with you will help make the journey smoother.

Our internal team work is facilitated by a private online collaboration tool so all team members have connectivity to the work—and to each other—at any time from anywhere.

we want to listen

As your collaborative partner, you can count on us to ask questions, listen between the lines and offer clarity. We bring value by helping solve questions like:

- What are key objectives, and how will we measure their success?
- What are the obstacles?
- What resources and relationships can be leveraged?
- What happens if you succeed?
- If resources are limited, how do you prioritize your objectives?
- Who are your competitors?

- What are the competitors' strengths? Weaknesses?
- What is the **action** you want prospects to take? What should they **think**?

We will never be “yes, men.” We *will* bring an objective view and challenge assumptions.

strategic creative brief

We always begin by developing a Strategic Creative Brief. This document is thorough so the assignment is well-defined. The Brief clearly states objectives, and dictates the look, feel, tone and manner. We present it to you for approval, after which creative development begins. This means that all creative work begins from a smart strategic basis. It ensures that work is on target from the beginning so we avoid wheel-spinning and false starts.

schedules/timeline

At the beginning of every project, a written schedule is developed, plotting out essential dates for input from the client, presentation of creative by the agency and approvals and other steps as the project develops. Should a complication arise that affects the schedule or final delivery, we will alert you and discuss the options before proceeding. The schedule will be modified, if needed. This ensures that both client and agency have shared expectations about the timing of the project.

presentation and final artwork

Concepts are presented, with options for discussion and consideration. Your input is incorporated, then revised work presented. Our scope of work includes two rounds of tweaks/revisions to creative.

Once work is approved, we move to production phase and work with outside vendors (printers, media, etc.) to provide finished files in their preferred format. If you wish, we can check printed materials on press for quality assurance. We will also provide native files to the client (if desired) for archiving and later reuse.

The process may vary, depending on the final medium where the work will appear (online, print, etc.), but we always communicate clearly up front, so clients know what to expect.

meetings, follow up and status reports

We will meet with you regularly (weekly or every two weeks, as determined by timeline). We will provide regular status reports to guide discussion and so expectations are shared and fulfilled.

All client meetings are followed up with a written recap/service report to be sure everyone is working from the same set of assumptions about actions, timing and budget. This helps prevent miscommunications that are time consuming and costly.

estimates

Our estimates always include specifics about scope and deliverables with a set number of concepts and revisions. If you need additional changes or new scope, we'll provide estimates up front so you have control of your budget. No guessing needed. You'll never get an invoice you don't expect or an amount you haven't approved. We stand by our work. If there's a mistake, we fix it.

Typically we invoice projects in thirds: one-third at the start, one-third at project mid-point and the last third when work is complete. Our standard Terms and Conditions are included in the Appendix.

.....

value

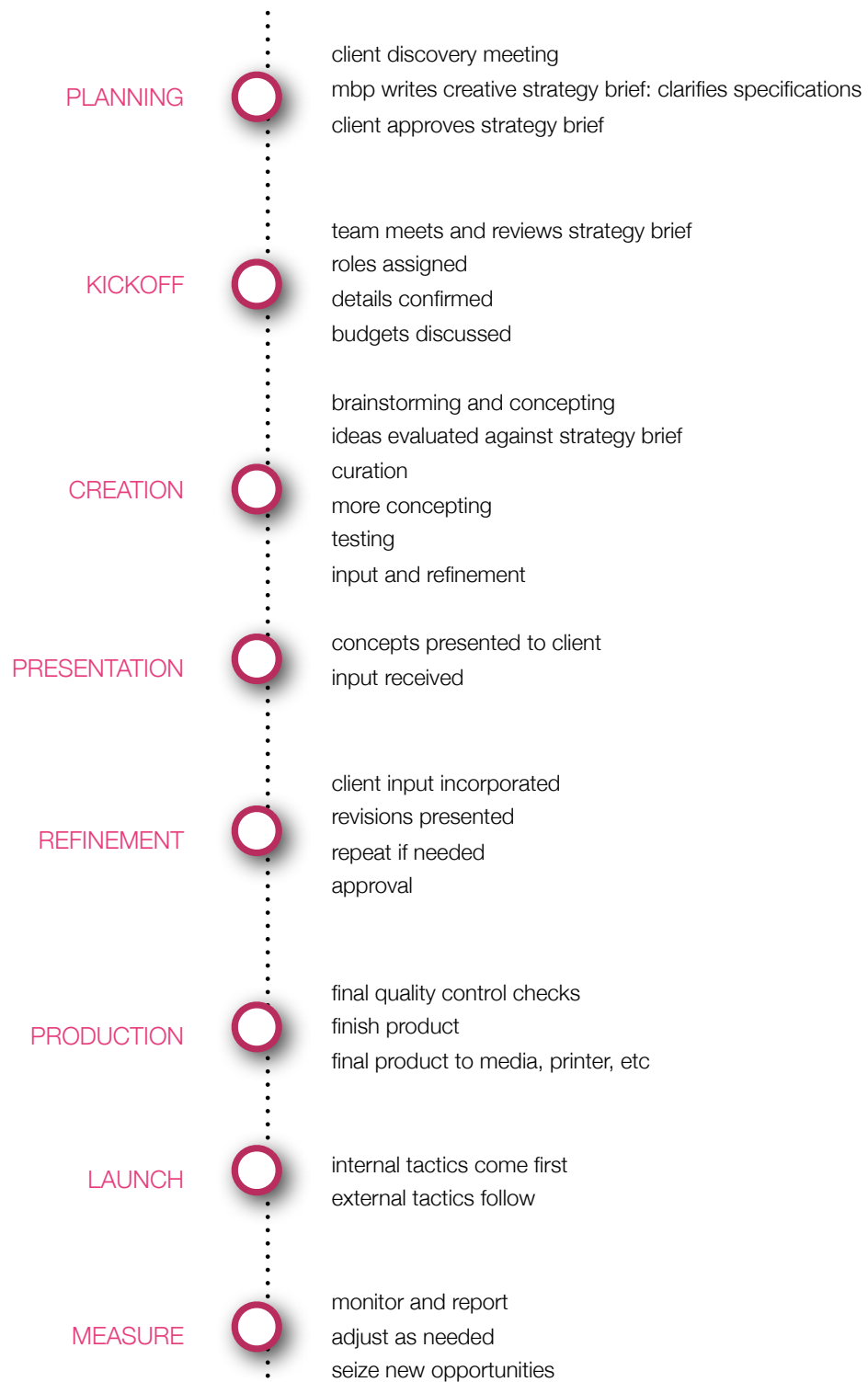
We always approach development with an eye to a long lifespan. The work we do often can be multi-purposed and last long after the contract is over. Resources will be developed with a long term view.

.....

ownership

You will own the work that we complete for you. We do not license our work. You will own it 100%. Concepts that we present but you do not choose to execute remain property of MB Piland.

2.5 METHODOLOGY: WORKFLOW VISUAL



2.5 SAMPLE PRICING

MB Piland's standard practice is to estimate projects based on client input and consider the entire scope of all elements. Hourly rates do not normally apply. Once we quote a project, we stand by our estimates as long as the project remains within the scope outlined.

Also, due to our Expert Source model, we can choose how a client team needs to be structured, limiting or expanding resources as the project may require. However, for comparative purposes, the following rates provide context:

Account planning	\$125–\$175/hr
Strategy development	\$125–\$175/hr
Media planning, buying, reporting	\$100–\$150/hr
Concepting and design	\$95–\$140/hr
Art production	\$80–\$130/hr
Writing/editing	\$95–\$140/hr
Proofing	\$40/hr
Photography	\$150–\$200/hr
Web/interactive	\$180–\$240/hr
Video	\$150+/hr

REFERENCES

1

Name: Doug Kinsinger, President and CEO

Company: Greater Topeka Chamber of Commerce/GO Topeka
Kansas Research Nexus

Address: 120 SE Sixth Ave., Suite 110
Topeka, KS 66603

Phone: 785.234.2644

Email: dkinsinger@topekachamber.org

Length of relationship: 2006 - present

Services provided: Strategic planning, research, branding, core creative strategy, web development, sales training, collateral, print advertising, online advertising, media planning and negotiation, PR, newsletters, direct marketing, special sales presentations, social media strategy and event planning.

2

Name: Amy Manske, National Marketing Director

Company: Myers and Stauffer LC

Address: 11440 Tomahawk Creek Parkway
Leawood, KS 66211

Phone: 913.234.1026

Email: amanske@mslc.com

Length of relationship: 2012 - present

Services provided: Strategic planning, branding, collateral, web design, direct mail, ad design, internal culture and communications.

3A

Name: Jeff Wagaman (former Assistant State Treasurer)

Company: Learning Quest 529 Education Savings Plan

Address: (Mr. Wagaman is currently with the Attorney General's office)
120 SW 10th Ave., 2nd Floor
Topeka, KS 66612

Phone: 785.608.8029

Email: jeff.topeka@yahoo.com

Length of relationship: 2005 - 2012

Services provided: Media planning and negotiation, photography, TV production, online advertising.

3B

Name: Stacey Belford, Director of Learning Quest
Company: American Century Investments for Learning Quest 529
Education Savings Plan
Address: 4500 Main Street
Kansas City, MO 64111
Phone: 816.340.3115
Email: stacey_belford@americancentury.com
Length of relationship: 2005 - 2012
Services provided: Media planning and negotiation, photography, TV production, online advertising.

4

Name: Brandon Aldridge, Marketing and Sales Manager
Company: Midwest Coating
Address: 3830 NW 16th
Topeka, KS 66618
Phone: 785.232.4276
Email: brandon@midwestcoating.us
Length of relationship: 2011 - present
Services provided: Strategic planning, media planning and buying, PR, eNewsletter, trade show tactics, special events, product development and naming, social media strategy.

5

Name: Rebecca Bilderback, Marketing Director
Company: Allen Community College
Address: 1801 N. Cottonwood
Iola, KS 66749
Phone: 620.365.5116
Email: bilderback@allenc.edu
Length of relationship: 2007 - 2012
Services provided: Strategic planning, media planning and buying, PR, eNewsletter, trade show tactics, special events, product development and naming, social media strategy.

APPENDIX

Sales tax clearance for team members

Kansas WBE certification

MB Piland Standard Terms and Conditions




 Sam Brownback, Governor
 Nick Jordan, Secretary
www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

MB Piland Advertising & Marketing LLC

ISSUE DATE
 12/12/2013

TRANSACTION ID TSEV-3434-EKEN	CONFIRMATION NUMBER CRAR-9759-UDAJ
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TAX CLEARANCE VALID THROUGH 03/12/2014

Verification of this certificate can be obtained on our website, www.ksrevenue.org,
 or by calling the Kansas Department of Revenue at 785-296-3199


 Sam Brownback, Governor
 Nick Jordan, Secretary
www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

The Fish Agency, Inc.

ISSUE DATE
 12/10/2013

TRANSACTION ID TNUP-UN99-65EN	CONFIRMATION NUMBER CMEJ-EK65-55AJ
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TAX CLEARANCE VALID THROUGH 03/10/2014

Verification of this certificate can be obtained on our website, www.ksrevenue.org,
 or by calling the Kansas Department of Revenue at 785-296-3199


 Sam Brownback, Governor
 Nick Jordan, Secretary
www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

Brian N Grondahl

ISSUE DATE
 12/10/2013

TRANSACTION ID T264-5TUD-DEVU	CONFIRMATION NUMBER CVUH-EC75-27EH
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TAX CLEARANCE VALID THROUGH 03/10/2014

Verification of this certificate can be obtained on our website, www.ksrevenue.org,
 or by calling the Kansas Department of Revenue at 785-296-3199


 Sam Brownback, Governor
 Nick Jordan, Secretary
www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

janellsDesigns

ISSUE DATE
 12/11/2013

TRANSACTION ID TRU9-559J-ACUN	CONFIRMATION NUMBER CEK5-445A-NUEA
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TAX CLEARANCE VALID THROUGH 03/11/2014

Verification of this certificate can be obtained on our website, www.ksrevenue.org,
 or by calling the Kansas Department of Revenue at 785-296-3199

 **Kansas**
Department of Revenue

Sam Brownback, Governor
Nick Jordan, Secretary
www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

Knauer Creative Studios, Inc

ISSUE DATE
12/10/2013

TRANSACTION ID TPUK-E629-7NUT	CONFIRMATION NUMBER CDAC-2622-AMMU
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TAX CLEARANCE VALID THROUGH 03/10/2014

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Department of Revenue

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Nick Jordan, Secretary
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CERTIFICATE OF TAX CLEARANCE


Kristine A Luber

ISSUE DATE
12/11/2013

TRANSACTION ID TR92-99AS-UDAN	CONFIRMATION NUMBER CPU4-574M-AVUJ
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TAX CLEARANCE VALID THROUGH 03/11/2014

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 **Kansas**
Department of Revenue

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CERTIFICATE OF TAX CLEARANCE

Douglas A Stremel

ISSUE DATE
12/11/2013

TRANSACTION ID TDEM-M422-5UKU	CONFIRMATION NUMBER CAHU-PEC5-935A
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TAX CLEARANCE VALID THROUGH 03/11/2014

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 **Kansas**
Department of Revenue

Sam Brownback, Governor
Nick Jordan, Secretary
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CERTIFICATE OF TAX CLEARANCE

Umbrella

ISSUE DATE
12/11/2013

TRANSACTION ID TPU5-952S-URET	CONFIRMATION NUMBER C442-5NES-SEVE
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TAX CLEARANCE VALID THROUGH 03/11/2014

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KANSAS STATEWIDE CERTIFICATION PROGRAM

CERTIFIES

MB Piland Advertising & Marketing, LLC

Disadvantaged Business Enterprise (DBE)/Woman Business Enterprise (WBE)

NAICS Code/Work Type(s): 541810-Advertising Agencies

2/22/2012
Effective Date

Rhonda Harris
Rhonda Harris, Director
Office of Minority & Women Business
Kansas Department of Commerce

Doria Watson
Doria Watson, Administrator
Office of Civil Rights
Kansas Department of Transportation



STANDARD TERMS AND CONDITIONS

CONFIDENTIALITY

MB Piland agrees that all information learned during our business relationship through research, meetings or other means will remain confidential and will only be shared with those on the team serving your account.

TERMS

MB Piland will invoice for projects in thirds: at the beginning, at mid-point and on completion. We reserve the right to not begin, complete or deliver any work until the appropriate fees are paid according to the indicated terms. Should any of our invoices not be paid within 30 days of the invoice date, we will charge .8333 percent interest per month, which is an annual rate of 10 percent. Should we be forced to retain attorneys to collect our invoices, we would also collect their fees and court costs from you.

ESTIMATES

All services and materials which we provide for you are subject to any specific terms and conditions mentioned in the estimate as well as these General Terms and Conditions. Estimates subject to review and adjustment if work has not begun within 60 days of the estimate date.

TAXES AND SHIPPING

Our estimates do not reflect applicable sales taxes or shipping charges.

OWNERSHIP

In most cases, once clients have paid for the work, they own it. Client will have full rights to the work selected and prepared for publication or distribution. Any concepts presented by MB Piland, but not selected by the client, remain property of MB Piland. If circumstances differ from this policy, we'll alert you before beginning work.

FEES

You will be billed the amounts estimated unless circumstances allow for a reduction or cause an increase in billing. Some of these potential circumstances are mentioned in succeeding paragraphs. If there is an event or a request by you that would cause us to go over the amount estimated, we will alert you to this before the additional costs are incurred. You will have the choice of going ahead with the changes, or going back to the original plans to stay within the budget. It is our intention for you to be given clear, accurate information about how much you will be charged for our services. If at any point you have questions about fees, please don't hesitate to ask.

OUTSIDE EXPENSES

We will coordinate all outside purchases. This places supervisory responsibility with us and gives you the advantage of having us make sure outside services are handled in a manner consistent with the intent and quality standards of the overall project. If you choose to make outside vendor purchases directly, MB Piland cannot be in any way responsible for the quality or accuracy of those vendors' finished products.

ADDITIONS AND ALTERATIONS

Any additional services or materials requested by you which are not included in this estimate will be billed in addition to the original amounts estimated. Any alterations (changes you make during succeeding phases of the creative or production process after your original approval) will be billed to you on a time-and-materials basis in addition to the original amounts estimated. Estimates for additions and alterations will be provided before the changes are made so you have a choice on whether to go forward with the changes.

If the scope or nature of a project changes to such an extent that this estimate no longer applies, a new estimate will be provided.

ERRORS AND OMISSIONS

We guarantee the accuracy of our work. You will not be charged for corrections we make to artwork or other materials as a result of our errors or omissions. Our liability is limited to replacement of materials produced directly by MB Piland and not to outside expenses such as printing or media costs.

SCHEDULES

We make every effort to provide services and materials so they will coordinate with publication dates, events or other deadlines. We can't be responsible for changes in schedules that are beyond our control or are the result of delays in receiving approvals, payments, information or materials from you.

If during the course of the project, work is extended beyond the approved schedule, or is put on hold with later restarting, it may be subject to a 15% upcharge.

If you request services or materials to be done on a faster than normal or agreed-upon basis, additional costs incurred (overtime, rush charges, etc.) may be reflected in our billings. Again, you will be alerted to this fact ahead of time so you have all the options to consider.

CANCELLATION OF WORK

If projects which you have authorized are canceled or postponed prior to completion, you will be billed for services performed and costs incurred up to that point. This policy applies regardless of whether your authorization of work is verbal or written.

STORAGE OF MATERIALS

MB Piland will be responsible for storage of your records and materials (artwork, tapes, disks, etc.) for three years after origination. A fee may be charged to retrieve materials from our archives. Beyond three years, we cannot be responsible for storage and retrieval of materials, in which case it may be necessary to charge you a fee to recreate whatever is needed. Outside vendors (printers, film and production houses) have their own policies about storage of materials for which we are not responsible. They may also charge a fee to retrieve materials from archives, which will be passed along to you.

HOLD HARMLESS

MB Piland agrees to exercise its best judgment in the preparation of materials and the placement of advertising or communications for you with a view to avoiding any claims, proceedings or suits being made or instituted against you or us. It is mutually agreed, however, that you will indemnify MB Piland against any loss we may incur as the result of any claim, suit, or proceeding made or brought against you or us because of any materials we prepare for you which you have approved before publication, display or broadcast.

You will indemnify MB Piland against any loss caused by assertions made about any of your products and services or those of your competitors in any materials which MB Piland prepares for you which you have approved before publication, display or broadcast. You will also indemnify MB Piland against any such loss caused by any advertising element which you furnished to MB Piland which allegedly violates anyone's personal or property rights or causes injury.

Likewise, MB Piland will indemnify you against any loss you may sustain as a result of any claim, suit or proceeding brought against you or us which was caused by our negligence.

CANCELLATION OF CONTRACT

CLIENT and MB Piland Advertising & Marketing, LLC mutually agree that this contract may be canceled by either party with 30 days' notice. At that point, any outstanding charges or credits would be applied.

APPROVED BY:

client

date

agency

date

